

NETS Seasonal Campaign Third Quarter 1995



NETS[®]
Network Of Employers
For Traffic Safety

"The Eighties" May Be A Great Weather Forecast, But It's A Deadly Driving Speed.

NETS Seasonal Campaign Third Quarter 1995

The costs incurred as a result of excessive speeding are staggering and not just financially. Granted, the total cost of speed-related crashes is more than \$10 billion annually, and employers like you on the average shell out more than \$13,500 per single traffic related injury. More importantly, however, is the loss of life, as approximately 13,000 fatalities were attributed to excessive speed in 1993 alone.

And unfortunately, this problem increases in severity at this time of year. The Fourth of July holiday is typically the deadliest holiday of the year, and your employees will undoubtedly be among those crowding the highways during the warm weather of the summer months. By using the NETS program you can increase your employees' safe driving habits and compliance with speed limits to help create safer driving conditions in your community and throughout our nation.

A few helpful suggestions are given to get your creative juices flowing for activities to be conducted during the third quarter of 1995 to promote safe and speed-conscious driving. If you need any additional ideas or help getting started, or just want to let us know what you think about these materials, feel free to contact your State Coordinator or the NETS National Staff.

The final campaign for 1995 will be sent to you later in the quarter. Thank you for your continued efforts in supporting the NETS program and traffic safety.



Speeding Can Slow You Down.

*Last year, over 40,000 people died in traffic crashes.
Next time you put the pedal to the metal, think of the
time you'll lose getting pulled over for a ticket.*

*Or worse yet, getting pulled
from your car for a ride to the hospital.*



Speeding Can Slow You Down.

*Last year, over 40,000 people died
in traffic crashes. Next time
you put the pedal to the metal,
think of the time you'll lose
getting pulled over for a ticket.
Or worse yet, getting pulled
from your car for a ride
to the hospital.*



3"x 6" Paycheck Stuffer

Speeding Can Slow You Down.

*Last year, over 40,000 people died in traffic
crashes. Next time you put the pedal to the metal,
think of the time you'll lose getting pulled over
for a ticket. Or worse yet, getting pulled
from your car for a ride to the hospital.*



3"x 3" Newsletter Ad

Speeding Can Slow You Down.

2" diameter
Campaign Buttons

Copy For Your Employee Newsletter

On Vacation This Summer, Give Yourself A Brake

During the summer, thousands of vacationers crowd our nation's highways on their way to a wonderful dose of rest and relaxation, sun and sand. What they get instead is an unwanted dose of tragedy, in the form of a serious, even fatal crash as a result of speeding.

According to the National Highway Traffic Safety Administration, approximately one-third of all fatal crashes are speed-related. These crashes number into the thousands each year, and in 1993 over half of all fatal crashes involved vehicles traveling at 55 mph or greater.

Couple this penchant for speeding with the eagerness to get to that vacation site and it can be a deadly combination. More fatal crashes occur during the Fourth of July holiday than any other holiday, while the highest number of youth vehicle fatalities occur during the summer months of July and August.

Travelers must be made aware of the risks they take by speeding. An increase in speed causes the vehicle to travel further while the driver reacts to a dangerous situation, and extends the distance required to completely halt the vehicle's progress. Speeding also diminishes the benefits of safety belts, air bags, and child safety seats. While many motorists speed in a presumed effort to save time and arrive sooner, the time saved is often insignificant when compared to the risk. With greater speed, the possibility of being pulled over for a speeding ticket increases, and

the vehicle uses more gasoline. These situations result in a loss of time and money, not to mention the possibility of losing lives.

Don't let an unnecessary mishap ruin an otherwise pleasant experience. Here are some suggestions to help ensure your safe trip:

- Check and then double-check your route of travel beforehand to avoid any indecisive maneuvers or sudden turns.
- Always allow plenty of distance between your vehicle and the vehicle in front of you, as the roads will be more congested, resulting in frequent and erratic braking patterns.
- Make sure you get plenty of rest before embarking on your travels, and pull over or even spend the night in a motel to avoid fatigued driving.
- Be sure to adhere to posted speed limits, especially on smaller roads and in construction zones.
- As always, stay buckled up, secure all children in properly installed safety seats, and don't drink and drive.

While it is relatively easy to get caught up in "the flow of traffic," you are reminded to give yourself — and your family — a brake this vacation season. On the highways this summer, please remember that speeding gets you nowhere... fast.

Ideas To Try

- Have a company official issue a memorandum to all employees reminding them to refrain from speeding at all times, and especially during the busy vacation season between Memorial Day and Labor Day.
- Contact local rental car agencies about placing speeding fact sheets or flyers in all cars during the vacation season. Managers or owners of area parking lots and garages frequented by your employees can be contacted about placing flyers containing anti-speeding messages on the windshields of cars in their lot or garage.
- Solicit local radio stations to air PSAs about the hazards of speeding. Local newspapers can be called upon to run an editorial message or fact sheet containing information about speeding. Local TV stations or production companies may help your organization produce a PSA or educational video to be aired or run in-house in break rooms.
- Explore the possibility of placing an anti-speeding message on an out-door billboard on or near a busy thoroughfare in your area. Those of you located near highly-frequented vacation destinations could place a message welcoming tourists and reminding them not to speed.
- Contact area hospitals, medical centers, and doctor's offices about including an anti-speeding informational handout in their monthly billings. Provide posters or flyers from this campaign for display in their offices. Other organizations that could include a stuffer in their monthly mailings include area utility companies, banks and other financial institutions, and insurance agencies.
- Prepare a safe driving, anti-speeding exhibit for participation in your community's Fourth of July celebration or parade. Incorporate the message, i.e. "Speeding Can Slow You Down." in handouts, flyers, buttons, etc. in conjunction with the holiday.
- Encourage area schools to include information on speeding in newsletters to parents reminding them to drive cautiously, specifically in school zones.
- Use the message "Speeding Can Slow You Down." from this campaign on pay stubs and in electronic bulletin boards and newsletters. Compute and publish in your newsletter the approximate cost of a speeding violation (fines, possible legal fees, increased insurance rates, license reinstatement fees, etc.) to inform employees of the possible financial risk.
- For the Fourth of July, promote safe driving messages at local community firework displays. Encourage fire department officials and others in charge of safety at the fireworks to spread the message about safe driving over the public announcement system and in any handouts.